

The Ohio State University AMA Collegiate Chapter Constitution

PREAMBLE

Whereas we believe that a group of college students interested in the field of marketing should organize for mutual benefit, we hereby establish a collegiate Chapter of the American Marketing Association, which shall be known as the American Marketing Association at the Ohio State University.

ARTICLE I. PURPOSE

SECTION 1. The purpose of the Ohio State University Collegiate Chapter of the American Marketing Association shall be:

- a. To develop sound thinking in marketing theory and more exact knowledge and definition of marketing principles;
- b. To develop better public understanding and appreciation of marketing problems;
- c. To improve marketing personnel;
- d. To encourage and uphold sound, honest practices, and to keep marketing work on a high ethical plane; and
- e. To allow students to discover their interests in the various fields of marketing including in but not limited to: marketing strategy, sales, brand management, ad agencies, and product marketing;
- f. To provide networking opportunities to connect marketing professionals with students seeking internships, full-time employment, or professional opportunities;
- g. To develop business leadership through our leadership and involvement opportunities;
- h. To build community through our philanthropy projects, mentorship program, and social gatherings;
- i. To promote friendly relations between students, faculty, and business people.

SECTION 2. This organization and its members shall not discriminate against any individual(s) for reasons of age, ancestry, color, disability, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, race, religion, sex, sexual orientation, protected veteran status or any other basis in accordance with [the guidelines](#).

ARTICLE II. MEMBERSHIP

SECTION 1. Membership shall be open to all students with an interest in marketing and the majority of the membership will consist of Ohio State Students.

SECTION 2. For educational and leadership development reasons, the Ohio State University Collegiate Chapter of the American Marketing Association shall be student led, and student run.

SECTION 3. Any individual approved for membership shall become a member of the American Marketing Association.

SECTION 4. Any member whose actions are deemed as detrimental to the organization will be subject to a hearing to be held in front of the executive board. Only Executive Board members may bring forth accusations upon said member and the final verdict will be determined through a voting process. Each officer position carries with it one (1) vote and the position of president holds two (2) votes. A count of five (5) votes must be achieved for a suspension of an irresponsible member from the organization. Said member may reapply for admission into the organization one full calendar year after a guilty verdict is reached. Records of this suspension will be kept for future executive boards. Said member must sit before the executive board and provide convincing evidence that he/she is fit to rejoin the organization. The same voting structure that occurred in the dismissal suit will be applied. If voted back into the organization, and any additional detrimental

conduct suits are brought against said member, he/she will be banned from all AMA relations during their undergraduate or graduate tenure at Ohio State.

ARTICLE III. EXECUTIVE BOARD

SECTION 1. The executive board shall be the President, External Vice President, Internal Vice President, Vice President of Finance, Vice President of Communications, Vice President of Events, Vice President of Philanthropy, Vice President of Digital Marketing, and Vice President of Operations, as well as any other officers deemed necessary by the collegiate chapter. The executive board shall be advised by an academic advisor(s) whose purpose will be to provide guidance to the executive board.

SECTION 2. The executive board and the Chapter officers shall be elected in the spring semester of each year to serve through the following spring semester of the following year. The faculty advisor shall be chosen as provided in Article V.

SECTION 3. All elected officers shall be chosen by secret ballot, and nominations shall be made from the floor. The candidates receiving a plurality of all votes cast shall be elected.

SECTION 4. All elected officers are required to maintain a minimum GPA of 2.0 for undergraduate students or 3.0 for graduate students.

SECTION 5. Any board member or other elected officer who fails to fulfill the terms of office or to serve in the following capacity may be removed.

1. Attendance to all meeting is required by all officers.
 - 24-hour notice to the President is required for last minute changes in plans that do not allow for attendance. An example could be a change in transportation accommodations that does not allow you to return to the campus area on time.
 - Notification of absence due to emergencies such as car failure made in less time than 24 hours will be accepted, yet noted for future consideration.
 - All other prior set engagements that will interfere with AMA meetings, both officer planning meetings and membership assemblies, will be made aware of to the president at time of arrangement of event to allow for maximum time to complete responsibilities.
 - Employment obligations, course preparation and course schedule must not interfere with attendance to meetings and will not be accepted as a valid reason for truancy.
2. Truancy from two (2) events without notification will be brought before the officer team for an expulsion vote.
3. Responsibilities of all positions must be upheld throughout the entire term as officer of the AMA
 - First and second offences of negligence of responsibilities will be discussed on private terms between the president and the officer.
 - Third offence of negligence of responsibilities will be brought before the officer team for an expulsion vote
4. Ad hoc assignments will be treated on equal terms with position responsibilities and must be accomplished on time. Failure to accomplish them will be noted and repeat negligence will be discussed on personal terms and may be brought before the officer board for assessment.
5. For expulsion votes brought before the officer team, each officer position carries with it one (1) vote and the position of president holds two (2) votes. A count of five (5) votes must be achieved for an expulsion of an irresponsible officer from the AMA Officer Board.

ARTICLE IV. DUTIES OF THE EXECUTIVE BOARD

SECTION 1. The president's duties shall be to preside over weekly chapter meetings and bi-weekly executive board meetings, file necessary paperwork to remain a student organization, set direction for the chapter by establishing goals, be an active participant in activities performed by the chapter, act as the point of contact for the organization, maintain good student organization standing with the college of business, and ensure all officers are performing their required duties.

SECTION 2. The External Vice President shall act as president in the absence of elected president, schedule weekly speakers, act as the point of contact for all company representatives, and assist the President with ad hoc assignments.

SECTION 3. The Internal Vice President shall be responsible for securing corporate sponsors, planning fundraisers, and co-overseeing the events committee. As well as being responsible for overseeing all Director positions.

SECTION 4. The Vice President of Finance shall prepare annual budgets and oversee all transactions, perform operational and activity audits for the university, manage AMA banking accounts and financial documentation, order catering for all AMA meetings, and ensure payments are received from corporate sponsors and speakers before date of events.

SECTION 5. The Vice President of Communications is responsible for sending a weekly email to all AMA members, frequently updating the email mailing list, frequently updating all FisherU events, submitting meetings and events for This Week in Schoenbaum, overseeing the marketing committee, creating and ordering all promotional items, heading all marketing efforts for the organization, and submitting marketing materials for digital T.V. displays.

SECTION 6. The Vice President of Membership shall distribute, collect, and mail membership applications, keep member list current, answer all questions concerning membership, head all recruiting efforts for new members year-round.

SECTION 7. The Vice President of Events is responsible for planning and registering companies for the annual AMA career fair, co-overseeing the events committee, and responsible for planning all social events for the organization.

SECTION 8. The Vice President of Philanthropy is responsible for planning all philanthropy events, projects, and overseeing the philanthropy committee.

SECTION 9. The Vice President of AMA Relationships is responsible for writing and submitting all chapter plans, planning the trip for the National AMA Conference, and acting as the point of contact for National AMA, Columbus AMA, and the graduate student level of AMA.

SECTION 10. The Vice President of Digital Marketing is responsible for creating and maintaining the website, managing all social media accounts, and taking photos at all AMA events.

SECTION 11. The Vice President of Operations is responsible for tracking all member attendance, tracking members' point incentives, managing the logistics of the mentorship program, and compiling resumes of paid members.

ARTICLE V. FACULTY ADVISOR

SECTION 1. In conjunction with and approved by the administration of the Ohio State University, the executive board shall appoint a faculty advisor(s) who will be the personal representative of the administration. The faculty advisor must be a professional member of the Association.

SECTION 2. The advisor will serve for at least one full school year, and shall advise the group on matters under consideration.

SECTION 3. The faculty advisor shall be responsible for the continuity of records and other property of the collegiate Chapter.

SECTION 4. Additional faculty members may be asked to join the appointed faculty advisor whenever tasks involved make it feasible to have additional faculty representation. (However, only one member of the faculty may vote as a board member as indicated in Section 1, that person being designated faculty advisor.)

SECTION 5. The faculty advisor shall be the official contact with the American Marketing Association International Headquarters.

ARTICLE VI. DIRECTORS

SECTION 1. The Director of Apparel will be responsible for designing and ordering all apparel orders for AMA.

SECTION 2. The Director of Alumni Engagement will be responsible for creating and maintaining an alumni data of AMA graduates and emailing alumni once per semester to update them of chapter progress and plans.

SECTION 3. The Director of Professional Development will serve as the go-to person for members for all questions related to professional development, and coordinate events such as resume reviews, LinkedIn tutorials, professional headshots, and mock interviews as requested by members.

SECTION 4. The Director of Recruitment will serve as the face of AMA at university events and to other student organizations. The will make themselves available to inform people about AMA and assist in the recruitment process.

SECTION 5. The president shall appoint any other directors as deemed necessary.

ARTICLE VII. COMMITTEES

SECTION 1. There shall be the following standing committees: events, marketing, and philanthropy.

SECTION 2. The president shall appoint any other committees as deemed necessary.

ARTICLE VIII. RECORDS

SECTION 1. The records of the Ohio State University Collegiate Chapter shall consist of membership and financial records, as well as any other such records as the Chapter deems necessary.

ARTICLE IX. METHODS OF DISSOLUTION

SECTION 1. Under the circumstances that the Ohio State University Chapter of the American Marketing Association must cease operation, the liquid assets of the organizations shall be donated to the Marketing Department of the Fisher College of Business within The Ohio State University. Possession of material items, such as banner, logo clothing, and copies of resume books shall be transferred to the current advisor or split equally among multiple advisors by estimating value of items.

ARTICLE X. BYLAWS AND AMENDMENT

SECTION 1. The constitution, together with the bylaws, shall constitute the operating basis of the Chapter.

SECTION 2. The constitution may be amended by a majority vote of the members present, with proper notification having been given to the entire membership.

SECTION 3. Bylaws may be added or amended by a majority vote of the members present, with proper notification having been given to the entire membership.

BYLAWS OF THE OHIO STATE UNIVERSITY COLLEGIATE CHAPTER

NUMBER 1. The collegiate Chapter will be responsible for renewing its charter with the American Marketing Association each year. Upon notification by the Association, the Chapter will submit the following to renew its affiliation:

- 25 AMA Collegiate member minimum
- Collegiate Chapter Officer Report Form
- Chapter Plan
- Report of Six Chapter Events or Annual Report
- Update of the Chapter Constitution
- Other items as required by the Association

These items are considered to be AMA policy and must be included in the constitution and followed by the collegiate Chapter.

NUMBER 2. The Ohio State University Collegiate Chapter's dues shall be \$35 for one year. Any revisions to the dues schedule shall be approved by vote of not less than $\frac{3}{4}$ of the members of the Executive Board, and shall be communicated to the membership not less than 30 days before becoming effective. Dues shall be paid to the Vice President of Membership, whose responsibility will be to hold the collegiate Chapter dues, and send the accurate amount to AMA National Headquarters with correlating membership applications. Checks may be made payable to the American Marketing Association.

NUMBER 3. A copy of the constitution of the Ohio State University Collegiate Chapter shall be provided for each member of the Executive Board. The constitution will be reviewed annually to ensure that it is keeping with the needs and activities of the collegiate Chapter.

NUMBER 4. The President shall determine the number, location, and times of meetings. Notice of all such meetings shall be posted or sent in writing to all members not less than three days in advance of the date set for the meeting.

NUMBER 5. Procedure for the election of officers:

- a. The election of the collegiate chapter officers shall take place the sixth week of winter semester.
- b. Any interested, paid member not graduating before the next election is eligible to run for office.

- c. During the meeting of the sixth week of winter semester, interested candidates that have fulfilled requirement of Bylaw 5, part b and c will announce their candidacy to the entire membership.
- d. Order of positions elected will be as noted in Bylaw 6
- e. Each candidate shall speak for a maximum of five minutes on his/her qualifications. The order of speaking shall be alphabetical.
- f. Once a candidate has spoken, a general question period will take place, with a standard question asked of each candidate vying for the same office.
- g. This procedure shall take place until all candidates have spoken.
- h. Voting shall be by secret ballot and the ballots shall be counted by the current president, if not running for re-election, and faculty advisor.
- i. In the instance of the current president running for re-election, the vote shall be counted by the next officer in command not running for office (see Bylaw 6) and the faculty advisor.
- j. Results shall be made known as soon as the ballots have been tabulated and before the next officer vote.
- k. The newly elected officers and the current officers shall serve a concurrent four-week term, the end of which the newly elected officers shall serve alone.
- l. It is the responsibility of the current officer to meet individually with the newly elected officer of the same title and provide a written yearly report of their position and all relevant material to perform job duty.

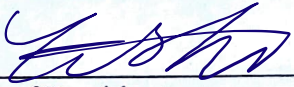
NUMBER 6. Succession of Presidency:

- a. The following order of officers shall serve in place of the President until a special election can be held: External Vice President, Internal Vice President, Vice President of Finance, Vice President of Communications, Vice President of Membership, Vice President of Events, Vice President of Philanthropy, Vice President of AMA Relationships, Vice President of Digital Marketing, and Vice President of Operations.

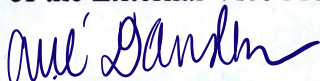
Date approved by the Chapter: 8/24/2022

Submitted by:

YuTing Shi
Printed name of President


Signature of President

Ave D'Andrea
Printed name of the External Vice President


Signature of the External Vice President

Scott LaCross
Printed name of faculty advisor


Signature of faculty advisor